



## ElderCraft®

Elderberry is one of the most commonly used medicinal plants in the world and has been shown to be effective against virus- and bacteria-induced respiratory tract infections. It was the major ingredient in formulations used during the 1918 Spanish influenza epidemic. **ElderCraft®** is a high-quality anthocyanin-standardised elderberry extract manufactured from Austrian black elderberries (*Sambucus nigra*, L.) using proprietary membrane technology.



### Mechanisms of Action:

- Antiviral and antibacterial
- Antioxidant
- Immune modulation via cytokine production

Influenza A- virus replication reduced by 30%\*



Influenza B- virus replication reduced by 25%\*



Untreated

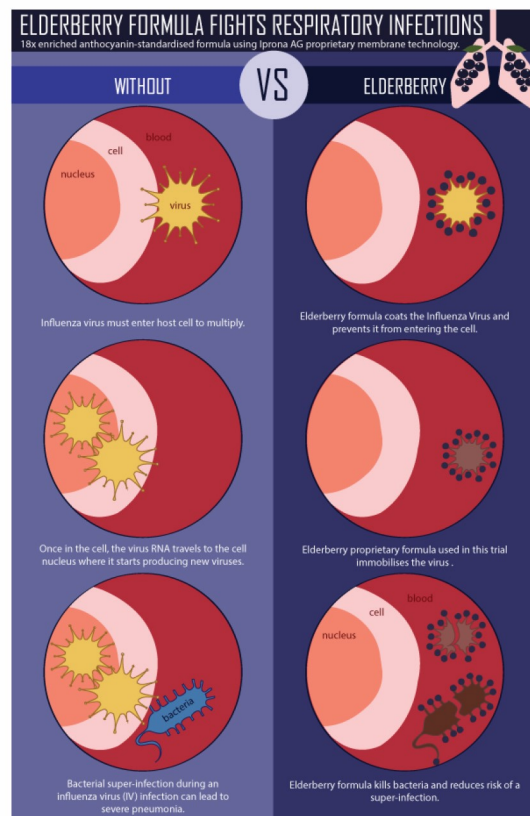
Elderberry

Untreated

Elderberry

### Recommended Use:

- Softgels, capsules, gummies, sachets, liquid supplements and effervescent tablets
- Maintenance dosage: 215mg/day
- Treatment dosage: 600-900mg/day



#### References:

1. Fan-Kun Kong, Pilot Clinical Study on a Proprietary Elderberry Extract: Efficacy in Addressing Influenza Symptoms. *Online Journal of Pharmacology and Pharmacokinetics* Vol. 5, 32-43 (2009)
2. Krawitz et al., Inhibitory Activity of a Standardised Elderberry Liquid Extract Against Clinically-Relevant Human Respiratory Bacterial Pathogens and Influenza A and B Viruses. *BMC Complementary & Alternative Medicine* 2011, 11:16 (2011)
3. Tiralongo et al., Elderberry Supplementation Reduces Cold Duration and Symptoms in Air-Travellers: A Randomized, Double-Blind Placebo-Controlled Clinical Trial. *Nutrients* 2016, 8, 182 (2016)
4. Zakay-Rones et al., Randomised Study of the Efficacy and Safety of Oral Elderberry Extract in the Treatment of Influenza A and B Virus Infections. *The Journal of International Medical Research* Vol. 32, 132-140 (2004)